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J&C Joel at PLASA Focus 2011

With J&C Joel's trade show season well underway, April 2011 saw one of the most important exhibitions in the north of England's event and entertainment industries' calendar, PLASA Focus.

PLASA Focus is the north of England's premier trade show for the event, entertainment and installation technology industries. The third annual PLASA Focus event again took place at the Royal Armouries in Leeds and again brought the latest innovations in these industries to the fore.

Following on from the main PLASA trade show in London in September 2010 where J&C Joel launched their current product catalogue and corporate colour scheme, PLASA Focus 2011 saw J&C Joel staff exhibit the firms products in front of a new exhibition stand displaying J&C Joel's distinctive black and green livery.

Alongside over 130 other companies vying for the attention of over 2000 visitors, J&C Joel exhibited a wide range of flame retardant fabrics as well as a range of dance and event flooring.

Members of J&C Joel's sales team were also on hand with information on the range of mechanical solutions and installations for venues ranging from grand theatres and arenas to school halls and television studios.

PLASA Focus was the first UK based trade show of J&C Joel's exhibition season and was, as always, very successful and worthwhile. J&C Joel's marketing coordinator, Claire Taylforth, said, "PLASA Focus is an important platform for us in the north of England and one that we always look forward to attending."

"As a global company based in Yorkshire PLASA Focus gives us the perfect opportunity to exhibit in our local area and the 2011 show was very useful to us, as always."



The team standing on J&C Joel's new exhibition stand which made its first appearance of the year at PLASA Focus 2011 at the Royal Armouries in Leeds



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